

ABSTRACT

The application of information technology has become an important element in supporting company operations. Over time, PT. Romi Violeta has been using a Marketing Information System (MIS) since 2017 in its operations, particularly in the marketing department. To date, no evaluation of the quality of the MIS has been conducted, so the company does not have a clear picture of the quality of the MIS. Therefore, this study aims to evaluate the MIS based on the ISO/IEC 25010:2023 standard with nine main characteristics, namely Functional Suitability, Performance Efficiency, Compatibility, Interaction Capability, Reliability, Security, Maintainability, Flexibility, and Safety. Based on the analysis results, issues were identified in six characteristics of ISO/IEC 25010:2023, namely Functional Suitability, Compatibility, Interaction Capability, Reliability, Security, and Safety. In the overall final analysis results, it was found that 80% of the total 40 sub-characteristics had issues. Based on the analysis results, recommendations were made in accordance with ITIL V4 controls using the domains of General Management, Service Management, and Technology Management to improve system quality, thereby enhancing marketing productivity activities, particularly within the marketing department, and ensuring the system meets the ISO/IEC 25010:2023 standard.

Keywords: Information Technology, ISO/IEC 25010:2023, Marketing Information System